

Sponsorship — Pricing & Packages

Independent threat intelligence research. Every report ships with working YARA, Sigma, and Suricata detections, validated IOC feeds, and evidence-tied attribution — alongside research working defenders actively integrate.

The Audience

A focused, **technical security audience** — concentrated where security buying decisions get made: the people who evaluate, recommend, deploy, and buy detection and tooling (detection engineers, threat-intel analysts, SOC analysts, and security leadership).

- **10K+** site views in a peak month, and climbing
- **3,500+** LinkedIn followers — detection engineers, TI analysts, and security leaders
- **~400** LinkedIn profile views per day, where every report is posted and discussed
- Every detection rule is published to the public **Sigma and YARA repositories** the community pulls from — deployed in SOCs, labs, and hunt platforms worldwide, beyond direct readers

Sponsorship Tiers

<h3>Monthly Sponsor <small>FLAGSHIP</small></h3> <p>\$500 / month New sponsors: first 3 months \$300/mo - or \$5,000 / year</p> <p><i>Always-on, site-wide brand presence — the strongest value per dollar.</i></p> <ul style="list-style-type: none">• Logo + tagline in the left-margin Sponsors panel on every page and report• Logo + dofollow link in the site footer, across every page• Featured in the Sponsors section of the site• Early access to upcoming reports — plus first option to sponsor any one exclusively before anyone else• A welcome announcement post + a monthly sponsor spotlight post• A one-time feature in a single report during your first month• Your logo in the subscriber email newsletter• One sponsor-suggested research topic per year — a threat relevant to your space, researched and published	<h3>Report Sponsor</h3> <p>\$150 / new report \$115 from the catalog (25% off) · new sponsors: first report \$100</p> <p><i>Exclusive placement on a specific report — one sponsor per report.</i></p> <ul style="list-style-type: none">• Sole Sponsored-by banner at the top of the report — no competing logos• Logo + dofollow link to your site or chosen landing page• Permanent for the report's life — never expires; keeps surfacing in search and hunts• The report's launch post credits you (LinkedIn, X, and subscriber email)• Early access to your report before it goes public• Topic alignment — choose a report on a threat relevant to you• Bundle & save: 3 reports \$375 · 6 reports \$675 (any mix)
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First-time sponsor? Your first run is discounted — first report \$100 (vs \$150), or your first 3 months of Monthly at \$300/mo (vs \$500). A low-risk way to try before committing.

Optional Add-Ons

- **Newsletter mention** — \$50 — one-off sponsored mention in a subscriber email send
- **Extra LinkedIn or X post** — \$50 — a single dedicated sponsored post
- **Sponsor-suggested research topic** — \$500+ — pick a topic you need intel on; I do the research and publish a report (independence preserved)

Flexible & custom: bundles of any size, catalog mixes, multi-month, co-marketing, or something not listed — tell me what you're trying to achieve and I'll shape a package around it.

Editorial Independence

Sponsorship buys placement and brand association — not content control. Sponsors don't review reports pre-publication, influence findings or attribution, or get named as contributors; placement is always disclosed. Not native advertising.

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